

Wessex Volleyball Club



Marketing Officer (Co-opted to Board as required)

Who will I work with?	Reports to the Vice Chairperson. Works with Board, Team reporters, social media admins, webmaster
What will I do?	<ul style="list-style-type: none"> • Raise the profile of the club in the local community • Talk to / build a relationship with the local media • Secure a budget (if possible) for the club's marketing/promotional activities, in association with the Treasurer • Ensure the club website and social media feeds provides up to date and relevant information • Create a 'team reporter' link with each squad or club group. • Report on club events and coordinate the compiling of match reports (from team 'reporters') in weekly newsletter. • Promote club fixtures and events, both within the club (Facebook, e-mail etc) and externally.
How much time will I need to give?	<ul style="list-style-type: none"> • Approximately two hours per week.
What do I need to do this role?	<ul style="list-style-type: none"> • Confident and approachable • Enthusiastic with a good knowledge of the club's activities • A strong communicator, with good writing and verbal skills • Well organised • Experienced in computer skills • Interested in or have experience in marketing/promotions/social media or dealing with the local media
What are the benefits and how will you support me?	<ul style="list-style-type: none"> • Sense of self achievement, fulfilment and giving back • A key role within your community • Meeting lots of people from different backgrounds • A chance to develop skills • Potential career development / improved employability • Potential of new training and qualifications